MISSION STATEMENT
The Missouri Historical Society serves as the confluence of historical perspectives and contemporary issues to inspire and engage our audiences.

From the Desk of the President

As I reflect on 2018, I am so proud of what a transformative year it was for the Missouri Historical Society. The theme of the year was growth in our impact and reach in the St. Louis community.

On the heels of several award-winning and record-breaking years, we began 2018 by launching our rebrand. For the first time, we presented ourselves as three visitor locations: the Missouri History Museum, the Library & Research Center, and the Soldiers Memorial Military Museum.

That was all part of the lead-up to the grand reopening of Soldiers Memorial in November 2018, following a $30 million revitalization. We are honored to now operate this state-of-the-art center of history and community in downtown St. Louis.

Our reach has expanded further into the St. Louis community than it ever has before, and not just through Soldiers Memorial. When we closed our special exhibit #1 in Civil Rights: The African American Freedom Struggle in St. Louis in the spring of 2018, we knew the region was still hungry to hear this story. Our team worked with our partners at the Urban League of St. Louis, Northwest Academy of Law, and University of Missouri-St. Louis so that panels from this exhibit could continue to be displayed at those locations.

We also stretched beyond our walls with the launch of a brand-new website at mohistory.org, featuring a new Digital Collections Search that’s easier to navigate and makes more artifacts accessible to the public than in the past. We are sharing more stories on History Happens Here, our digital storytelling space at mohistory.org/blog. These initiatives had a massive impact on our digital mission reach. Visitors to our Digital Collections Search and History Happens Here increased by 136 percent over the previous year.

These are only some of the larger examples of our expanded reach. Whether it’s through exhibits and programs, online, or in the community, we are telling St. Louis’s stories. St. Louis is a unique region with no shortage of compelling narratives that are part of the larger national and even global context. We have pushed further into our region’s history to find new ways to look at the moments and people that shaped the region around us.

Our success depends on the strength of our collections. After more than 150 years, the Missouri Historical Society has one of the largest collections of artifacts and historical material of any regional history institution in the country. In 2018, we not only shared more of our world-class artifacts, but also worked to conserve more and grow more of our collections.

Thank you to our donors, our members, and the Zoo-Museum District. We could not have achieved so much without your support.

Sincerely,

Dr. Frances Levine

VISITOR DATA
Everyone is welcome at the Missouri Historical Society, and our visitors are at the center of everything we do. Understanding who visits our three locations enables us to improve our exhibits and community programs. The Missouri Historical Society conducts formal evaluation of our audiences through a variety of methods: exit surveys, pre- and post-evaluations, online surveys, comment cards, and exhibit interactives. Here’s what we’ve learned over the past year.

General Visitors at the Missouri History Museum
To learn more about our general visitors, a random sample of 649 people were surveyed throughout the year, from January to December 2018.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Household Income</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian/White</td>
<td>Less than $25,000</td>
<td>18–24</td>
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<tr>
<td>African American/Black</td>
<td>$25,000–$50,000</td>
<td>25–34</td>
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<tr>
<td>Multiple Races/Ethnicities</td>
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<td>35–44</td>
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<td>Asian</td>
<td>$75,000–$100,000</td>
<td>45–54</td>
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<tr>
<td>Hispanic/Latino</td>
<td>$100,000–$150,000</td>
<td>55–64</td>
</tr>
<tr>
<td>Other</td>
<td>$150,000–$250,000</td>
<td>65+</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>More than $250,000</td>
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</tr>
</tbody>
</table>

The majority of visitors are from St. Louis County, tourists from outside the metro area, and the City of St. Louis. Two thirds of visitors have been to the Museum before and, of these repeat guests, most people visit the Museum two or three times a year.
EXHIBIT ATTENDANCE
Infrared and thermal sensors track the number of visitors to each exhibit.

#1 in Civil Rights: The African American Freedom Struggle in St. Louis
This engrossing exhibit shared the rich history of the civil rights movement in our city. During its 13-month run, we welcomed 269,677 visitors. #1 in Civil Rights has attracted additional visitors from St. Louis city’s north corridor—typically the least-represented local geographic area among our visitors.

March 11, 2017—April 15, 2018
269,677

Interesting facts:
- Over 17,000 K-12 students came to the Missouri History Museum for free interactive field trips and outreach visits by our ACTivists, actor/interpreters who performed short plays as local civil rights leaders, followed by a question-and-answer session with students.
- Of visitors felt these programs were relevant to their community.
- Of visitors felt these programs were experiences they couldn’t get anywhere else.
- Of visitors felt a change in their attitude or knowledge about the program topic.
- Of program attendees left having made a personal connection or an interest in doing something more, or having gained an appreciation/were exposed to a new and different perspective about the topic.

The ideas and events explored in the exhibit struck a chord with educators and students as well. Over 17,000 K-12 students came to the Missouri History Museum for free interactive field trips and outreach visits by our ACTivists, actor/interpreters who performed short plays as local civil rights leaders, followed by a question-and-answer session with students.

Evaluation—Muny Memories: 100 Seasons Onstage
The Missouri History Museum joined the St. Louis Municipal Opera in celebrating its one hundredth season. Visitors learned the history of The Muny going back to 1914 and went behind the scenes to learn how a production goes from script to stage. The exhibit also gave us the chance to use our new visitor evaluation.

We reached 114% of our attendance goals for the exhibit, and of those audience members completing exit surveys at programs:
- History and Tradition
  - 56% "General history you don’t know"
  - 56% "Its history . . . endurance of success"
- A St. Louis Gem
  - 23% “Muny as a mainstay in St. Louis”
  - 23% “Its connection to the community”
- Production and Structure
  - 12% “Huge, excellent theater”
  - 12% “A lot of work involved in production”
- Visitor felt the exhibit was easy to navigate.
- 92% thought the exhibit was easy to navigate.
- Most visitors who were observed and interviewed were visiting in an adult group.
- Overall, visitors had a superior or excellent experience in the exhibit.
- Superior (37%)
- Good (18%)
- Excellent (41%)
- Fair (4%)
Opening of the Soldiers Memorial Military Museum

The Soldiers Memorial Military Museum (“Soldiers Memorial”) officially reopened to the public! The renovated facilities are completely accessible for the first time ever; new ramps from 13th and Chestnut streets allow easy access for visitors with disabilities, so the whole family can enter through the front doors. The opening ceremony on November 3, 2018, drew a great deal of local media and officials. Chaplain Kyle Taylor performed the invocation, and Brigadier General Jeannie Leavitt served as the keynote speaker.

The Soldiers Memorial Military Museum has really struck a chord with the public. We welcomed 16,407 visitors within the first two months of opening. Many visitors expressed to our staff their surprise at how moving and engaging they found their visit. Brig. Gen. Leavitt even returned over the holidays with her family to experience it again.

Collections Access and Digitization

A museum's collections create a tangible connection to history. We want to make our collections searchable for as many people as possible, and digitization enables access by a global audience. The MHS Online Collections (mohistory.org/collections) are a searchable database containing information and images for more than 180,000 items.

Digitization is a priority. Although we have digitized only a small fraction of our collections, this number is continuously growing. New items go into our Online Collections, scanned images are shared on social media, and restored and digitized film streams through YouTube. Two federal grants from the Institute of Museum and Library Services enable us to catalog and digitize unique photographs and media of our region from the mid-20th century.

Community Collaborators–Military and Veterans Groups

- Paralyzed Veterans of America
- American Legion Post 4, Post 422, Post 404, Post 77, and 11/12 District of the Department of Missouri
- St. Louis Army Recruiting Company
- St. Louis Medical Recruiting Station
- US Coast Guard
- Navy Recruiting District, St. Louis
- Gold Star Mothers
- USAF Band of Mid-America
- Vashon and Sumner High School JROTC
- Veterans Administration
- Marine Corps League South St. Louis Detachment 183
- Missouri Military Band and Choir
- Veterans of Foreign Wars

Seeing 1940s St. Louis: The Sievers Studio Collection

Provides access to negatives and photographic prints created by the Isaac Sievers commercial photography studio during a turbulent decade. Sievers’s studio captured thousands of St. Louis moments—both public and private—for more than 70 years.

The EDPremier Collection contains advertisements, industrial films, and short films from Premier Film and Recording Corporation, a major commercial film studio once located in St. Louis. Clients included Purina, 7Up, Brown Shoe Company, the American Red Cross, Anheuser-Busch, and more.

 Isaac Sievers posing with his camera, ca. 1920.

Storyboard page and still frame from Premier’s commercial for Reisch Beer, 1957.
COMMUNITY PROGRAMS

Thomas Jefferson Society Dinner October 17, 2018
University for a Day October 10-12 and 27-28, 2018

The Missouri Historical Society honored Marylen Mann with the Thomas Jefferson Award. The annual gala and awards dinner welcomed 249 guests to celebrate Marylen's lifelong work as an educator, civic leader, and pioneer in the fields of healthy aging and intergenerational learning, as well as her work with museum education.

Surrounding the gala were six days of educational programs for learners young and old. University for a Day welcomed visitors to a day-long program led by experts on local history, cognitive health, election polling, and happiness. In our Parent & Me series, children and families learned together through play. They made a family time capsule, read stories about grandparents and grandfriends, and created their own family portrait inspired by the portraits of immigrant families. Finally, at our annual Día de los Muertos celebration, our Teens Make History staff invited guests to record a live oral history. Teens taught visitors how to interview their parents or grandparents and then recorded them on the spot. The recordings will become a permanent part of our collections.

Día de los Muertos October 24-27, 2018

The Missouri History Museum collaborated with Hispanic Festival Inc. to host a lively, family-friendly celebration for St. Louisans to remember loved ones who have passed. Visitors enjoyed live music and dance, face painting, crafts, delicious food and drink, fútbol training with Saint Louis Club Atletico, ofrendas, artwork, and a procession and ceremony to honor loved ones. We welcomed more than 7,000 guests from all over the St. Louis region.

Most visitors came in a group with children. Of those children, the average age was between 7 and 8.

64% Caucasian
24% Hispanic/Latinx
12% African American
7% Multiple Races
7% Asian
2% Native American
1% Pacific Islander

Extending America’s Promise: Pioneering Women with Cokie Roberts July 19, 2018

Presented in collaboration with the Society of the Sacred Heart and its celebration, Saint Rose Philippine Duchesne: 200 Years Crossing Frontiers, the Missouri History Museum hosted an evening with award-winning journalist and author Cokie Roberts. Roberts was the keynote speaker of a lecture series celebrating women who have crossed literal and metaphorical frontiers and broadened horizons for women. Roberts shared stories on the extraordinary life of Saint Rose Philippine Duchesne. The event was live-streamed on social media and to other gathering places in the Museum to accommodate the hundreds of attendees.

A Shattered Nation: A 50-Year Retrospective of the Assassinations of Dr. Martin Luther King Jr. and Robert F. Kennedy April 10, 2018

The year 1968 was a critical one for race relations in the United States. From the civil rights movement to the Vietnam War, America as we knew it was changing rapidly. Athletes Tommie Smith and John Carlos made national headlines when they raised their fists for Black Power at the Olympics, and both Dr. Martin Luther King Jr. and Robert F. Kennedy were assassinated. The country was dividing into two societies, separate and unequal, and erasing that division became the nation’s most prominent priority. Pulitzer Prize-winning journalist Eugene Robinson led an engaging discussion in commemoration of the lives and legacies of the two civil rights icons and the current civil rights movement. Audiences heard a historical overview of the lasting significance of the events that took place during 1968 and how far we have come as a nation.

FestAbility: A Celebration of Disabilities July 28, 2018

The first annual FestAbility welcomed 3,000 people to the Missouri History Museum. The day-long festival included ASL and descriptive tours of exhibits, hands-on activities with Artists First and STEM for All, yoga in the History Clubhouse, music and dance on the north lawn, and much more.

We asked visitors, “What did you like best about the event?”

• “Accessibility—everyone looks like me. Everyone here has something ‘wrong’ with them. Nobody stares.”
• “I feel safe with other people like me.”
• “Many places have the bare minimum, and MHM truly seems to have things that make accessibility possible for any/everyone.”
• “My son can access with his walker, and staff are proactive, kind, and welcoming. Think it is a great initiative, thank you for organizing.”
• “[A] great celebration of diversity/different needs.”

EVENT PARTNERS: MindsEye, Greater St. Louis Down Syndrome Association, Greater St. Louis Muscular Dystrophy Association, Starkloff Disability Institute, The Center for Head Injury Services, The Children’s Charity of St. Louis, and 105.7 The Point.

About 6 out of 10 visitors are from St. Louis County.

<table>
<thead>
<tr>
<th>St. Louis County</th>
<th>City</th>
<th>Metro Other</th>
<th>MHM General Visitors</th>
</tr>
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<tbody>
<tr>
<td>Caucasian</td>
<td>48%</td>
<td></td>
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</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>7%</td>
<td></td>
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</tr>
<tr>
<td>Multiple Races</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>2%</td>
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</tr>
<tr>
<td>Native American</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MEMBERS MAKE ALL THE DIFFERENCE

Members like you support the mission of the Missouri Historical Society. We work together to inspire hundreds of thousands of visitors to make a personal connection to our shared past.

We asked our members why they support the Missouri Historical Society. Here are their answers:

“Intriguing exhibits over the years [like] Little Black Dress and Panoramas of the City . . . are a major factor in our decision to become members.”

“Thank you so much for your help. Another example of how Google can get you many answers, but a librarian can get you the right one!”

“I didn’t realize how incredible this place is . . . a great place for the history buff and a fantastic memorial to our soldiers.”

CONTRIBUTIONS, BEQUESTS, AND MEMBERSHIPS

Support for MHS’s Mission $715,912

Memberships $841,098

Exhibitions $347,773

Other Endowments $31,000

Collections $65,865

Conservation $7,000

Education Programs $178,500

Bequests $309,075

African American History Endowment $715,000

2018 FINANCIALS

Sources of Public Support and Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>YR 2018</th>
<th>YR 2017</th>
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<tbody>
<tr>
<td>ZMD Contributions, Bequests, and Memberships</td>
<td>$10,493,501</td>
<td>$10,447,162</td>
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<tr>
<td>Soldiers Memorial Revitalization</td>
<td>$3,211,223</td>
<td>$5,614,081</td>
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<tr>
<td>Investment Income</td>
<td>$4,256,376</td>
<td>$18,461,738</td>
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<tr>
<td>($5,521,385) Gains (Losses) from Securities, Net</td>
<td>$2,169,276</td>
<td>$1,874,788</td>
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<tr>
<td>Grants, Earned Revenue, and Other</td>
<td>$366,316</td>
<td>$590,055</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$14,975,307</strong></td>
<td><strong>$42,665,723</strong></td>
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Program Expenses

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<th>Type</th>
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<th>YR 2017</th>
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<tr>
<td>Education and Visitor Experience</td>
<td>$2,636,513</td>
<td>$2,315,681</td>
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<tr>
<td>Exhibitions and Research</td>
<td>$2,897,148</td>
<td>$3,794,324</td>
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<tr>
<td>Library and Collections</td>
<td>$3,850,991</td>
<td>$4,871,143</td>
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<tr>
<td>Soldiers Memorial</td>
<td>$7,885,495</td>
<td>$17,484,353</td>
</tr>
<tr>
<td>Other Programs</td>
<td>$2,678,529</td>
<td>$1,588,857</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$19,948,676</strong></td>
<td><strong>$30,054,358</strong></td>
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Total Expenses

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<thead>
<tr>
<th>Type</th>
<th>YR 2018</th>
<th>YR 2017</th>
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<tbody>
<tr>
<td>Programs</td>
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<tr>
<td>Administration</td>
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<td>Fundraising</td>
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<td><strong>Total</strong></td>
<td><strong>$24,048,181</strong></td>
<td><strong>$33,232,161</strong></td>
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*Excludes Soldiers Memorial Military Museum

REVENUE BREAKDOWN*

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<th>Source</th>
<th>YR 2018</th>
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<tr>
<td>Support for MHS’s Mission</td>
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<td>Contributions and Bequests</td>
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<td><strong>Total</strong></td>
<td><strong>$2,984,907</strong></td>
<td><strong>$33,232,161</strong></td>
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EXPENSES BREAKDOWN*

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<th>Source</th>
<th>YR 2018</th>
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<tr>
<td>Education and Visitor Experience</td>
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<td>Exhibitions and Research</td>
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<td>Soldiers Memorial</td>
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<td><strong>$19,948,676</strong></td>
<td><strong>$30,054,358</strong></td>
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*Excludes Soldiers Memorial Military Museum

Membership

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<td>Membership $391,099</td>
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<td>Development $894,505</td>
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<tr>
<td>Communications $1,159,945</td>
<td>$3,173,797</td>
<td>$4,883,219</td>
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<tr>
<td>Publications $209,497</td>
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<td>$1,159,945</td>
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<tr>
<td>Exhibitions and Research</td>
<td>$3,173,797</td>
<td>$4,883,219</td>
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<td><strong>Total</strong></td>
<td><strong>$3,173,797</strong></td>
<td><strong>$4,883,219</strong></td>
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Corporation and Foundation Sponsors

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The O’Neill Foundation
The Owen Foundation
The Port Foundation
The Powell Foundation
The Prickett Foundation
The Roebling Foundation
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The Tishman Foundation
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The Young Foundation
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The Zuckerman Foundation

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Dr. Frances Levine
Managing Director of Administration and Operations
Karen M. Goering
Managing Director of Development
Yvette Hartsfield
Managing Director of Education and Visitor Experience
Nicholas Hoffman
Managing Director of Museum Services
Katherine Van Allen
Chief Financial Officer (Partial Year)
Benjamin Washington

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